

GROWING

SOUTH DAKOTA



A MAGAZINE BY SOUTH DAKOTA STATE UNIVERSITY
COLLEGE OF AGRICULTURE & BIOLOGICAL SCIENCES
FALL 2010

Dean Barry Dunn

His Vision for
Lean Growth

HORIZONS COMMUNITIES

Building Local Leadership

WEST RIVER CENTER

Broadening Research,
Extension and Education Efforts



COMING HOME



My wife Jane and I arrived back in South Dakota last May for a summer of change. Our youngest son Michael graduated from SDSU. Our oldest son Tom, who proudly serves in the United States Air Force, would soon be deployed for a tour of duty to the Middle East. And on May 22, I started my role as

Dean of the College of Agriculture and Biological Sciences at SDSU. Thomas Wolfe wrote: "You can't go home again." But we have indeed come home, and the welcoming reception we have received is very humbling and appreciated.

I am proud to report that upon my return, I have found the "Land Grant" spirit of the College of Agriculture and Biological Sciences at SDSU alive and well. That isn't to say that the AgBio College doesn't face serious challenges, it certainly does. But according to my ledger, it's recent accomplishments and opportunities heavily outweigh those challenges.

I have returned to a campus and a college in the middle of a renaissance. Enrollment has reached new heights, as has the average ACT score of incoming freshman. State of the art chemistry labs in the sparkling new Avera Health and Science Center were opened this fall. By December, Agriculture Hall will provide remodeled biology and plant science classrooms and laboratories for students. A new addition for dairy manufacturing is being added to a remodeled Dairy/Microbiology building. The new SeedTech building was recently opened for members of the Plant Science team. Land for a new cow-calf teaching and research facility has been purchased and facilities are being planned. Ground breaking for an education and visitor center at McCrory gardens will happen soon. The college's research farms have new and modern equipment.

Remarkably, these accomplishments have been made at the same time SDSU and the AgBio College received substantial cuts to their base funding from the State of

South Dakota. How have all of these wonderful and dramatic improvements been possible? It is due to four important things: visionary leadership, the philanthropy of alumni and friends, the investment of stakeholders, and the hard work and outstanding grantsmanship of our faculty.

And yet, the future is upon us. In the dynamic world in which we find ourselves, relevance will forever remain a challenge. The Cooperative Extension Service will need to be leaders in the use of technology for the diffusion and dissemination of information. Our academic programs will need to equip our graduates with knowledge and skills in tune with the changing expectations of employers in the global economy. And to remain competitive, our research must always be "cutting edge."

“In the dynamic world in which we find ourselves, relevance will forever remain a challenge.”

DEAN BARRY DUNN

I am excited and honored to serve the AgBio College as its Dean. I believe it is a role I am well prepared for because of my past experiences. I have made a pledge that while under my leadership, the college will achieve its goals of excellence and relevance in teaching, research, and extension.

Thank you for welcoming me home.

Barry H. Dunn, Ph.D.

GROWING SOUTH DAKOTA

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On the Cover: SDSU President
David Chicoine (right) visits with
Dean of Agriculture and Biological
Sciences Barry Dunn (left) as the
South Dakota wheat harvest rolls on
in the background.



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FOCUSED ON LEAN GROWTH

Despite Challenging Times, Dean Barry Dunn
Has a Vision of Growth and Excellence for ABS

Astride a horse on his grandparents' ranch near Mission, SD, a young Barry Dunn found a liberating openness on the prairie, such that it stirred a lifelong passion for ranching.

"I knew from the time I was a young boy that what I wanted to be was a rancher," Dunn recalled.

Those dreams came true for Dunn, who ran the family ranch for nearly 20 years. "The ranch had a very profound effect on me. It has been the most powerful experience and influence of my life. My time ranching was an extreme blessing for me, and continues to be," says Dunn.

While Dunn's career path led him away from the ranch and into a university setting with the completion

of his Ph.D. in 2000, his experiences and life lessons from the ranch he managed have shaped his vision for the future.

Now, as the Dean of the College of Agriculture and Biological Sciences at his alma mater, Dunn knows the culmination of his experiences – his ranch experiences in particular – have helped prepare him to take leadership of one of the most important academic and service units at SDSU.

He has seen the joys and the challenges in farming and ranching,

spent time teaching in the classroom, worked in Cooperative Extension, dug into research which contributed to 169 published articles, achieved success fundraising, and developed academic programs, including a Master's in ranch management. He comes back to SDSU from Texas A&M Kingsville, where he served as the executive director and the Kleberg Endowed Chair at the King Ranch Institute for Ranch Management from 2004 until May of this year. In his new role as Dean, the path Dunn has traveled gives him a unique perspective with an understanding for the changing

Pictured above: Dean Barry Dunn (left) talks with SDSU President David Chicoine on Dunn's farm near Brookings.

and unpredictable agricultural environment.

Dunn isn't shying away from what lies ahead, mostly because he has known hard times and persevered. "A large part of my ranching experience was during the heart of the 1980s farm crisis which was a critical time for me," says Dunn. "Our family survived the 1980s, but it was one of the most dramatic experiences of my life. Banks collapsed and neighbors and close friends went out of business. My family worked really hard to get through it. One thing we found out was that we couldn't shrink our way out of difficult times – we had to grow. And, that is the way it will be with the College. We will be leaner but will focus on growth," he says.

Lean Growth

In outlining his vision, Dunn sees a college that has significant challenges along with unbridled opportunities for growth. It faces trying economic realities, including budget challenges (\$1.3 million cuts in state appropriations the past two years). However, Dunn sees a positive, rather than gloomy future for ABS. Its record of success and achievement is matched by a service arm that aids the people of South Dakota every day.

Dunn has charted a "lean growth" strategy, in which funding priorities will be identified through a complete evaluation of departments and programs.

The College has a budget of \$44 million in state and federal funds and more than \$17 million in grants and contracts. It has nearly eight hundred employees, 2,100 undergraduate students and 400 graduate students in 16 fields of study in nine departments. The Cooperative Extension Service and the Ag Experiment Station extends the college's influence to every community in South Dakota.



“We have fewer resources to work with; we have growing expectations and needs and so we are going to have to do what we do leaner.”

DEAN BARRY DUNN



Pictured above: Dean Barry Dunn. **Pictured below:** During DakotaFest, Dean Barry Dunn (third from left) stands with Dr. Dan Barz (left), Kyle Shobe, and Kory Vering (right). These individuals helped put together an auction that raised \$3,200 in support of the new SDSU Cow Calf Unit.

"I don't think what we face is any different than what families on ranches and farms across the state have faced in the past few years. Life always brings increasing expectations for families but not always a larger pool of resources. They have done it and done it well; we can too," says Dunn, who earned a Bachelor of Science degree in biology in 1975, a Master of Science degree in animal and range sciences in 1977 and his Doctor of Philosophy, also in animal and range sciences, in 2000, all from SDSU.

He readily acknowledges ABS doesn't have very much "fat" to trim from its budget, which will mean that

his administration will have to make some difficult funding decisions.

"It is clear to me that the needs and demands of South Dakota and its citizenry are growing. Our ability to meet those expectations is hindered by the budget cuts, yet our responsibility remains," says Dunn, who is also a professor of animal science. "We have fewer resources to work with; yet we face growing expectations and needs; we are going to have to meet those with a leaner operational model," he says.

Reflecting on his own lean times as a rancher, he says: "With the ranch, we actually increased its size and expanded its business model in the 1980s."

FOCUSED ON LEAN GROWTH

He believes the ABS College has to actually grow in service to constituents. “We have to be better teachers; we have to do more and better research; and we have to do a better job of diffusing technology and disseminating information,” says Dunn.

Commitment to Collaboration

His wealth of experiences has helped Dunn understand the comprehensive relationship that exists between the land-grant university, SDSU, and its agricultural producers.

“The title of SDSU’s strategic plan is ‘Achieving National Distinction while Strengthening Local Relevance.’ To accomplish that mission, the ABS College will have to be more nimble and inquisitive, with a commitment to doing things differently but efficiently, while holding fast to unquestioned ethics,” says Dunn.

In “lean growth,” he will advocate the use of advanced technology. As one example, Dunn notes the need for providing distance education opportunities for the ag sector across the state.

According to Dunn, teambuilding and collaboration are also key components of his strategy. He points to the West River Ag Center, based in Rapid City, as a good example of a multidisciplinary and collaborative approach to research and extension education.

Additionally, Dunn notes that philanthropy currently exhibited on the SDSU campus is “something we all should be proud of and it is a key part of the new business model of the college and the University.” Private donations have enabled the \$9.3 million Dairy Manufacturing Plant renovation as well as the ground breaking for a \$4.2 million McCrory Education and Visitor Center. Agriculture Hall is also undergoing major renovations, plus

there is much more construction on campus.

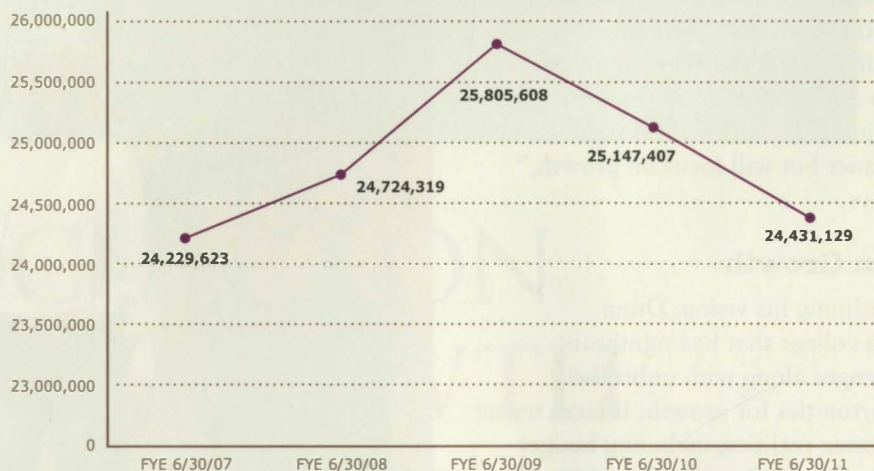
Increasing the grants and gifts is critical to the growth of the College as well as meeting education, research and services objectives. To that end, the Dean plans to increase and improve

communication efforts with the stakeholders. One of those efforts will be showcasing the College’s greatest asset – its students.

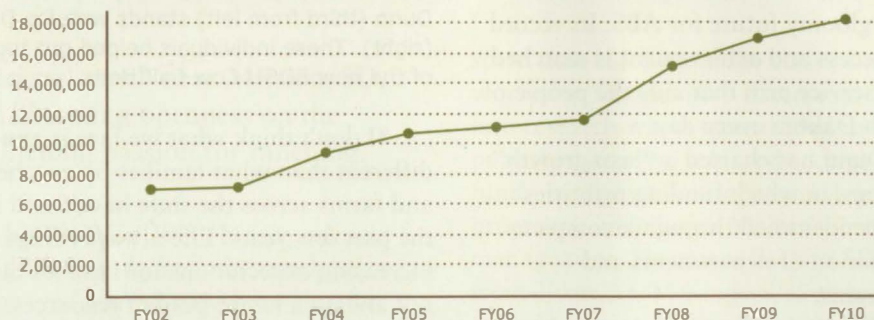
Dunn highlights students such as Sara Berg, an ag education major from Baltic, SD, who worked on a ranch

INCREASING GRANTS OFFSET DECLINING BUDGET

ABS COLLEGE TOTAL STATE BUDGET



ABS COLLEGE GRANTS



Pictured above: The decrease in state appropriations and increase in grant revenue represents a major evolution in the traditional land grant budget model. During the past two years, the state funding for ABS (Agricultural Experiment State, Cooperative Extension Service, and Academic Programs) has been reduced by 5.32% or \$1,374,479.

Fortunately, helping to offset those budget cuts have been grant support for research projects, Extension programs and classroom teaching. Grant funding has increased for the past 10 years, with the ABS College currently earning more than \$18 million each year from grants.

“We have to be better teachers; we have to do more and better research; and we have to do a better job of diffusing technology and disseminating information.”

DEAN BARRY DUNN

near Mission this summer. A College of ABS Student Advocate, she helped start the Ag-Bio Student Mentor Program.

Another student, Josh Johnson, a biotechnology major from Harrisburg, SD, interned with Pioneer this summer.

“Every year companies from across the United States hire many of South Dakota’s greatest assets, the young men and women educated and trained at SDSU. We have to ask them to invest in our college’s infrastructure,” says Dunn.

He beams about a faculty that exhibits a passion for teaching. “We have outstanding teachers who are very interested in their students. They take a great deal of pride in their students’ success,” says Dunn.

Complimenting the teaching prowess of faculty is their groundbreaking and innovative research that is making a huge difference for the future of South Dakota. Dunn points to SDSU’s role as a leader in second generation ethanol production based on cellulosic feed stocks through the leadership of the Sun Grant.

“We also have a multidisciplinary team working on third generation ethanol. It is extremely exciting to listen to that team talk about the important work they are involved with and how it will change and improve our lives,” he says.

As additional examples of SDSU’s leadership, animal science faculty are conducting cutting edge research on fetal programming that addresses the impact of a mother cow’s nutrition on her offspring’s production potential.

Wildlife and Fisheries Professor Mike Brown is leading research in fish food that may open a new market for South Dakota ag products. And Dunn says, there are many more examples of the significant groundbreaking work by faculty.

Insisting on Innovation

Dunn believes that moving forward will require more than just working hard. “We do that now and we can be proud of those efforts. But ‘lean growth’ will mean exploring new ways of doing things,” he says.

“Albert Einstein is widely quoted as saying that doing the same thing over and over again and expecting different results is the definition of insanity,” says Dunn. “We need to do critical jobs differently than we have done them in the past.”

In a speech to SDSU’s Cooperative Extension Service in August, he suggested that faculty and staff focus on new, creative ways of making a difference. Taking a cue from Habitat for Humanity isn’t a bad idea, says Dunn.

“Habitat’s model is focused on helping communities and families. It is an amazing force for positive change in society. My challenge is what would the Habitat model look like, say, in building and sustaining 4-H clubs on the Rosebud, in north Rapid City, or in the parts of Sioux Falls we are not active,” he says.

“We need the ABS faculty and staff to be more creative than they ever have



Pictured above: Dean Barry Dunn closes a gate at the Antelope Research Station.

been,” says Dunn. “We have serious challenges. The way we are going to meet them is through creativity and finding new and better ways of utilizing technology and disseminating information,” says Dunn.

One of those novel ideas is iGrow, a highly interactive web portal designed to increase the profitability of individual farms and ranches.

“It puts the resources of our entire land grant system as close as a producer’s computer or mobile phone,” says Dunn.

“I think somehow someday, we have to grow in service,” he says. “We need to do this. Through programs like iGrow and other creative efforts, we can show relevance, creativity and the forward-thinking that will make a difference in the lives of South Dakotans.”



Building Better Communities

Horizons Helps Small Town South Dakota

In an era when many small towns across the country are struggling, the Horizons project has helped energize rural communities throughout South Dakota.

Karla Trautman has seen the success of the Horizons community project in South Dakota firsthand. She says, "One of the things this program has done is help communities come together. They have learned that they have the capacities and skills to articulate their voice into a need for their community and change things in a positive way for the future as a result."

Trautman is an Extension Specialist and Program Leader for Community Development at SDSU.

She explains that the Horizons program is coordinated through SDSU's Cooperative Extension Service, and is currently assisting 43 communities in the state as they plan for the future. The

program is available for communities with a population of 5,000 or less and a poverty level of 10% or greater. It is designed for communities ready to commit to gathering citizens and working toward positive change.

"We have communities from east, west, north and south implementing programs. They really want to be vibrant places to live because they enjoy the quality of life that small town rural America gives them," Trautman says.

She adds, "Our goal is to empower the communities to make decisions, do the work and learn the skills so when we are not there, they can build capacity because they have those skills."

Tools To Succeed

The Horizons project was started in 2003 when the Northwest Area Foundation solicited teams from universities and other community

development organizations in an eight-state initiative including South Dakota, North Dakota, Iowa, Montana, Idaho, Washington, Oregon and Minnesota.

This group created a program to address poverty reduction, economic loss, and the outmigration of population in small, rural communities. The format of the Horizons program focuses on providing locally-delivered training, building community development skills, and coaching to fortify the leadership and civic engagement within participating cities and towns.

Initially, pilot projects in each of the eight states were developed to take the program to real communities. In South Dakota, the pilot project involved the communities of Eureka, Dupree, Timber Lake and Isabel.

"We really felt the pilot project positioned Cooperative Extension well for the small communities, in terms of delivering capacity building skills for those communities," says Trautman. "It allowed those communities to begin thinking and planning for the future from the perspective of knowing that they need to be in the driver's seat," she says.

Today, the Horizon's program has grown to include 43 South Dakota communities with eight SDSU Cooperative Extension Service staff members working fulltime as coaches in community development.

The response from the communities has been overwhelmingly positive, and Trautman believes the greatest benefit is how the program has driven community empowerment. "We have given local communities logical steps of implementation, learning about other state agencies and generally connecting with people," says Trautman.

Examples of Success

The Horizons program's positive impact can be seen across the state.

In **WAGNER**, community leaders are building bridges between Native American and European cultures. Wagner has utilized the Racism Study Circles program, created by the Everyday Democracy organization. In this program, Wagner citizens learn about the cultural assets and



Pictured above: Estelline community members work in their community garden which was created through involvement in Horizons. **Pictured left:** Horizons has helped the community of Wagner build bridges between Native American and European cultures.

differences among the various cultures, understanding the impact of racism on people's lives and addressing ways to reduce racism in the community.

"The impact on Wagner is more attention has been given to the whole issue of racism. I think most importantly, people have caught on to the notion that we can do something about it here in Wagner," says Vince Two Eagles, who is authoring a weekly column in several newspapers about addressing racism. "I learned from my own education that I didn't have to behave or think a certain way. We are getting to know people as people," he adds.

In **ARMOUR**, a parent-teacher organization was established that included hosting a health fair by

partnering with local health care providers. In this effort, Armour engaged with SDSU nursing students and Delta Dental in Pierre. As a result, a number of children were able to get valuable dental care and some had other important health issues identified. The Armour parent-organization has also started a summer reading program to address literacy concerns.

In **ESTELLINE**, Horizons helped spur the development of a community garden, which in turn intrigued children in that community in such a way that a youth garden area was developed. Up to 15 children are involved in the program. One of them, 12-year old Seth Pomerence, has a plot in both the community garden and the youth

Communities are excited about being given tools, strategies and an experience in which they can raise awareness about issues in their community.

KARLA TRAUTMAN,
SDSU EXTENSION SPECIALIST

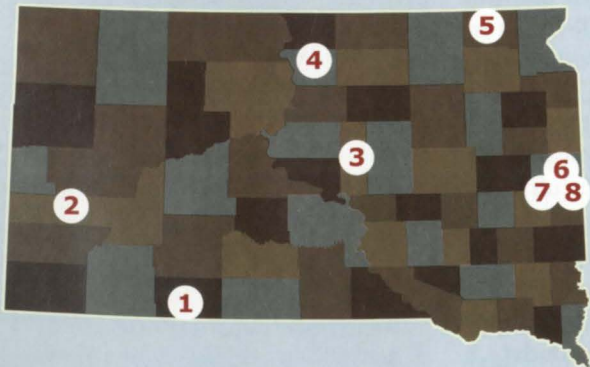
garden. As a result, young people are making connections with senior citizens in Estelline.

There are many more examples across the state, notes Trautman. "Each community has developed programs based on their particular strengths and are unique in their own projects," she explains.

She concludes, "Communities are excited about being given tools, strategies and an experience in which they can raise awareness about issues in their community, and that they can do it in a very neutral way; but in such a way that it is inclusive of everyone. It is exciting for them to put things into practice and see success come from it."

HORIZONS COACHES: HELPING SMALL TOWNS IN SOUTH DAKOTA

These eight professionals serve as coaches for the Horizons program across South Dakota. The map denotes the town where they are based and listed at right are the communities they coach.



- 1 KARI FRUECHTE:** Martin, SD
(St. Francis, Kadoka, Hot Springs, and Philip)
- 2 DAN OEDEKOVEN:** Rapid City, SD
(Box Elder, Bison, Faith, Whitewood, Newell, and Harding County)
- 3 KELLY ROSELAND:** Highmore, SD
(Hyde County, Murdo, Reliance, and Presho)
- 4 CHERYL JACOBS:** Selby, SD
(Leola, Frederick, Conde, Timber Lake, Isabel and Dupree)
- 5 DARAH MELROE:** Britton, SD
(Eden, Roslyn, Sisseton and Eureka)
- 6 MARTHA LANDES:** Brookings, SD
(Iroquois, Montrose, Oldham, Scotland, Artesian, Letcher, Forestburg, Wilmot, Corona, and Big Stone City)
- 7 DAVID OLSON:** Brookings, SD
(Kimball, Gregory, Volin, Gayville, Wagner, Tyndall, Armour and Tripp)
- 8 KARLA TRAUTMAN:** Brookings, SD (Estelline)

McCrary Gardens to Add Education and Visitor Center; Groundbreaking this Fall



Design work is on track to break ground this fall for a new Education and Visitor Center at McCrary Gardens. Located on the eastern edge of McCrary Gardens, the 9,000-square-foot Center will be the host site for a wide range of year-round activities and events.

The Center will include a Grand Entry and Great Hall for larger functions, as well as two smaller conference and educational spaces. It will also include administrative space, restrooms and a small gift shop.

McCrary Gardens has been a campus staple since the early 1960s. Named for Professor S.A. McCrary, the horticulture department head from 1947 until his death in 1964, it is a research garden that features a diverse variety of flowers, trees and grasses.

Pictured: The architectural rendition of the front entrance to the \$4.2 million McCrary Gardens Education and Visitor Center.

Record SDSU Enrollment for Fall 2010

South Dakota State University has reached a record enrollment of 12,816 students for the 2010 fall semester, an increase of 3.56% over last year. The

numbers include 2,247 new freshman, a record 1,475 graduate students and an 8% increase in students enrolled in Ph.D. programs from last year.

Corn Utilization Council Makes \$2 Million Endowment to SDSU College of ABS

The South Dakota Corn Utilization Council presented a \$2 million endowment to Barry Dunn, the Dean of South Dakota State University's College of Agriculture and Biological Sciences on July 8. Council President David Fremark of Miller, SD, presented the "Cultivating Leadership" endowment to the college to continue its crucial role in South Dakota's future.

The \$2 million endowment is set to generate approximately \$90,000 in interest annually. Dunn said he plans to

use the funding to enhance the overall national competitiveness of the ABS College and to benefit the state.

It will fund South Dakota leadership development and competitiveness, undergraduate scholarships, undergraduate research grants, and multidisciplinary faculty research grants.

"Agriculture touches the lives of every South Dakotan in every corner of the state, and our college is part of the foundation on which much of South Dakota's agriculture rests," said Dunn.



SDSU's Department of Veterinary Science became the Department of Veterinary and Biomedical Sciences in a renaming ceremony on July 9. During the event, Department Head and Professor David H. Zeman (above) emphasized that the department's strong commitment to animal agriculture remains unchanged.



SDSU Breaks Ground on \$9.3 Million Dairy Plant Renovation

South Dakota State University broke ground for the \$9.3 million Dairy Manufacturing Plant renovation on May 7. Renovations will transform the 50-year old plant into a modern dairy processing research and education laboratory. Construction is underway with the project expected to be complete by summer 2011. The project was made possible due to the financial support from the Jackrabbit Dairy Council, which includes dairy industry partners and private individuals from across the country.

Pictured: Dr. Vikram Mistry, head of the SDSU Dairy Science Department, inspects progress on the Dairy Manufacturing Plant expansion project.



URBAN OPPORTUNITIES

A New Twist to Attract Urban Youth

In Sioux Falls, the state's largest city, the South Dakota State University Extension Office in Minnehaha County is reaching out to urban kids. How are they doing it?

The Extension staff is tapping into photography, horticulture, robotics and other subject areas to get today's urban youth interested in what 4-H has to offer. The aim is to put a new twist on 4-H youth development programming while enhancing learning opportunities for at risk and urban youth.

Amber Lounsbery, an Extension 4-H/Youth Development Educator in Sioux Falls, explains that that urban youth have different needs and interests, compared to what traditional 4-H programming related to agriculture and life skills might offer.

Thus, she is working to engage young people in the science, technology and leadership programming that 4-H youth development programs can also provide. Lounsbery, notes that Minnehaha County works with more than 3,000 youth every year from a diverse range of backgrounds and ethnicities.

"It is important that we are considering students' cultural and ethnic backgrounds, costs and other factors that impact participation. We try to offer programs that don't require them to purchase or own a lot of supplies or equipment," she explains. Additionally, most programs are

offered after school or on weekends to better fit young people's needs.

Working partnerships with agencies such as the Sioux Falls Multicultural Center, the Wesley United Methodist Church, and others, have also contributed to the current Minnehaha Extension youth development program's success.

Learning By Doing

Of the innovative programming, Lounsbery says, "Our goal is to show participants that there are a lot of things that they can do, and we want to provide them the opportunity to explore their creativity while giving them a sense of accomplishment."

She adds, "The ability to learn while doing is the motto of 4-H."

In one recent program, Lounsbery worked with middle school students at the Multicultural Center on photography. She shared photos with the students from the Civil War, the Civil Rights Movements and other events in the past 100 years to test the participants on their context.

Lounsbery tells, "We focused on how every picture tells a story... I really thought the students insight about those events was noteworthy. It really brought home the value of what we are doing."

Lounsbery felt a similar positive impact was being made with an urban gardening program. "We not only talked about the horticultural aspect but also gave participants the chance to taste the vegetables," she says. It was an opportunity to connect local youth to local food, and Lounsbery says it was surprising to learn that many of the young people had never tasted some of the vegetables.

Moving forward, Lounsbery plans to further evaluate the success of this program. For now, the short term perceptions are positive.

A science event really showed her the Extension Office's work is paying dividends. Lounsbery explains that the participants learned how to program a robot, and she says the look on the students' faces makes her urban efforts worthwhile. "The participants thought, 'Wow I can really do that.' Those 'a-ha' moments always impress me," says Lounsbery.

She concludes, "It is the light you see in a kid's eye that makes you realize they are having fun and learning."

Pictured above: Several young people participate in kite flying in a 4-H event put together by the Minnehaha County Extension Office.



Saddle Up

Steers for State Helps
SDSU Rodeo Program
Attain Success

The tradition of rodeo excellence at South Dakota State University is being rekindled, thanks in large part to the financial support provided by the Steers for State fundraising program.

The unique program facilitates donations of calves that are fed out and sold at market weight, with proceeds going to the SDSU rodeo program.

Current SDSU Rodeo coach Ron Skovly calls that funding from the Steers for State proceeds the “financial lifeblood of the program.” He explains that money raised from Steers for State provides the funding for SDSU rodeo scholarships, team travel expenses, important practice stock, and recruitment costs.

“Steers for State is the fuel for our program and its success,” says Skovly, who himself was an SDSU rodeo standout from 1992-96 and qualified for the college nationals numerous

times. “It provides the scholarship support but also the livestock for practice facilities and so much more,” he says.

That ability to provide student-athletes with scholarships and supply valuable resources to the rodeo team is also helping propel the Jackrabbit rodeo team into the winners circle. This past year, the SDSU rodeo team enjoyed one of its best seasons in recent memory. In June, SDSU’s 12-member contingent was the largest team at nationals, and as a result, they had significant individual and team success.

The women’s team was the Reserve National Champions for the first time in university history, and team member Rachel Tiedeman, a senior from Rio, Wis., was the reserve champion in women’s barrel racing – one year after she was a national champion in the event.

The men’s team also garnered a respectable 19th place finish at the 2010 National Intercollegiate Rodeo Association finals held in Casper, Wyo., with Onida, S.D., native Brent Sutton finishing 19th in the 2010 men’s all around, and third in steer wrestling.

Program Advocates

Sutton received a Steers for State scholarship, and hopes to see the program continue to grow. “I can’t tell you how important the program is to student-athletes who rodeo,” says Sutton. “The fundraising support motivates students in the rodeo program by helping reduce the financial burden on them. They can focus on their rodeoing and school. I think it really shows in the arena,” he says.

Brent’s grandfather, Jim Sutton, earned his bachelor’s degree from SDSU in 1957 and was on the rodeo team at SDSU for four years. He is one of the



Pictured: The SDSU Rodeo teams that placed in the top 20 at nationals includes (top left to right) Coach Ron Skovly, Jobie Dryden, Andrew Coughlin, Colby Porch, Tyrell Moody, Ryan Kjerstad, (bottom left to right) Blake Baade, Cally Thomas, Shawn Flottmeyer, Rachel Tiedeman, Whitney O'Rourke, Brent Sutton, and Olivia Boll. Sutton (center) and Tiedeman (right) compete at the 2010 National Intercollegiate Rodeo Association Finals in Casper, Wyoming.

“Steers for State is the fuel for our program and its success.” SDSU RODEO COACH RON SKOVLY

founders of the current Steers for State program and contributes to the program annually.

While support for the Steers for State program has been growing, Jim Sutton believes more can be done to help the rodeo team. “A good rodeo team at SDSU fits. We will keep working to grow this program to support SDSU’s students and team,” he says.

Craig Russow of the SDSU Foundation works directly with the College of Agriculture and Biological Sciences Steers for State program. He describes the program as very unique because it “unites a shared passion

between donors and students around the sport of rodeo.”

As more livestock donations are made, the program’s benefits grow, says Russow. “Steers for State is a rallying point for the program. As the steers grow, the monetary support for the program grows,” he notes. The goal is to eventually have 50% of the SDSU rodeo program funded with proceeds from Steers for State donations.

How Can You Contribute?

To become a donor through the Steers for State program, rodeo supporters may purchase a calf or donate one of their own. The “rodeo” calves are back

grounded to about 900 pounds on the Myron Williams ranch near Wall, SD, before being finished at the SDSU Foundation Opportunities Farm near Lennox, SD. The stock is then part of an annual sale of market ready steers, with proceeds going to the SDSU rodeo program. Supporters who do not have the capacity to donate a steer, may make a gift of \$650 for the purchase of a calf.

Skovly believes it is an investment with a great return. He says, “Our student-athletes put so much hard work into balancing their studies and their rodeo events. They compete with the nation’s best and fare very well. We want to keep that going.”

Learn more about the Steers for State at www.sdstate.edu/rodeo/steers-state/index.cfm or call Coach Ron Skovly at (605)690-1359.

Inspiring STUDENTS

This Professor's Teaching & Research Style
Is Earning Awards and Student Accolades



Just three years into her career as a Meat Sciences Professor at SDSU, Amanda Weaver is blazing a successful trail.

The young professor has already earned several teaching and research awards, including the 2010 SDSU Gamma Sigma Delta Teaching Award; the 2009 Edward Patrick Hogan Award for Excellence in Teaching; and the prestigious 2009 Berg Young Scientist Award.

While the award recognition has validated Weaver's teaching and research efforts, the true testament of her work can be found in her ability to inspire students.

"Dr. Weaver is such an amazing teacher," says Kara Bosse, a senior animal sciences major from Jefferson, SD. "She connects well with the students and is always coming up with interesting ways to help students remember what they are taught," adds Bosse.

Katie Wedel, a senior from Fairmont, MN, has been touched by

Weaver's personal approach as well. "She encourages questions from her students. She incorporates humor into her lectures to keep students engaged. But beyond that she makes it clear about what she expects from the students," says Wedel, who is currently applying to veterinary school. "She is passionate about meat sciences and cares about the students she is teaching."

Dr. Clint Rusk, the department head for Animal and Range Sciences in the College of Agriculture and Biological Sciences echoes those student

sentiments. "She really connects well with her students," he says.

As one example, Rusk notes how Weaver challenges students in a required course, *Introduction to Meat Sciences*. "In that class, she talks to them about the meat sciences industry and jobs in the field and helps them to think about their future," says Rusk, who has known Weaver since she was a 4-H member in Indiana.

He adds, "From seeing the student evaluations, the comments really suggest that Dr. Weaver makes an impression on them personally because she takes the time, a lot of her own time, to meet and work with them."

Interactive Classroom Style

Weaver's teaching style includes injecting a personable approach that combines storytelling, humor and sincerity. It's a unique blend of old-fashioned and innovative teaching techniques to keep her students excited about the learning process.

As an example, she includes a David Letterman-like Top-10 list at the beginning of classes every semester. "Students retain only about 10 percent of what we teach them, so I tell them early on that these are the 10 things you should come away with from this class fully understanding. Then, I test them repetitively on those areas to improve retention," she says.

She also integrates storytelling and music into her lectures to help students retain important information. She

Pictured above: Professor Amanda Weaver discusses her research with Ph.D. students Tracy Jennings (left) and Dustin Mohrhauser (right).

explains, "We know that the 'danger zone' for meat safety is 40-140 degrees Fahrenheit, so I might play the song *Danger Zone*, from the movie *Top Gun*, at the beginning of class as a means of topic introduction."

Along with her special effects, Weaver still relies on many fundamentals. "I am pretty old fashioned...I get made fun of (by students) because I still use the overhead and I don't do much with power point presentations; but that is the way I am. I like to walk around the room, talk to my students and ask them questions... I think this gets them engaged in the process of learning," says Weaver, who earned her Ph.D. from Purdue in 2007, the same year she joined the faculty at SDSU.

Perhaps her most important teaching lesson is emphasizing her expectations. "I let them know right away what they need to do to be successful (in my class)," says Weaver, who was humbled when she received the Student Association Teaching Award for the College of Agricultural and Biological Sciences in 2009.

Despite her awards and accolades, she remains modest as a teacher and focused on inspiring students. "I don't know that I am a great teacher. There are a lot of great teachers in this

department. But, since I was a teaching assistant, I have always been energized in the classroom. It really gets me going," says Weaver. "When you see a light come on (with a student), it's among the most rewarding parts of my job."

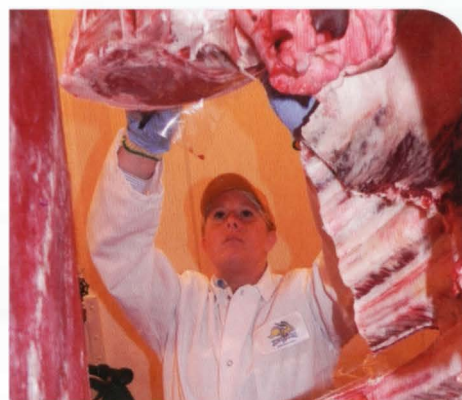
Devoted Researcher, Too

While teaching is important to Weaver, she knows that her research defines her growth and development as a professor. And, it is in the lab that she can draw graduate and undergraduate students into expanded, hands-on learning opportunities.

Weaver is presently focusing her research on beef quality. One of the areas she is studying involves mechanisms regulating the use of optical technology to predict tenderness. Weaver is also actively investigating fetal programming as it relates to muscle and fat development.

Two years ago, she received funding from the South Dakota Beef Industry Council for research that focuses on the impact of cow nutrition on offspring development and meat quality. This work will lead to strategies to improve growth efficiency and ultimately improve producer profitability and consumer satisfaction with beef.

Her success in the lab is a credit to the department, outside funding agencies



Pictured above: From the processing plant to the meat sales counter, Professor Amanda Weaver prepares students for careers in the meat product industry.

and of course, the SDSU students, "who are the heart and soul of what we are accomplishing," says Weaver.

"They are doing as I did and continue to do, learn by trial and error. But more than that, through their efforts, we have the opportunity to question and maybe find answers in the work we are doing," she says.

Tracy Jennings, a PhD student who is working with Weaver in the research lab, seems to sum up Weaver's influence on students better than any award can. He says, "She really wants her students to gain knowledge that they will be able to use for the betterment of themselves and the meat industry."

PROFESSOR AMANDA WEAVER

HOMETOWN: Aurora, IN

POSITION: Assistant Professor, Animal and Range Science

DEGREES: B.S., '01, Animal Science, Purdue University;
Ph.D., '07, Animal Science, Purdue University Research: beef quality

HONORS: 2010 SDSU Gamma Sigma Delta Teaching Award;
2009 Edward Patrick Hogan Award for Excellence in Teaching;
2009 Berg Young Scientist Award;
2008 Student Association Teacher of the Year, College of Agriculture and Biological Sciences;
2007 W.R. Featherston Outstanding Ph.D. Award at Purdue Dept. of Animal Sciences;
2006 Graduate Research Poster Competition winner in American Meat Science Association;
2004 W.H. Featherston Outstanding Graduate Teaching Award in Department of Animal Science at Purdue;
2004 Graduate Student Award for Outstanding Teaching at Purdue





Fish Feed

The Newest Market for South Dakota Crops

SDSU Wildlife and Fisheries Sciences Professor Michael Brown believes there could be an ocean of opportunity ahead for South Dakota corn and soybeans.

Brown is utilizing combinations of soybean and corn co-products as replacement ingredients for fish meals in the commercial fish feed manufacturing industry. This could tap a huge new market for these South Dakota crops.

Global trends suggest that fish/shellfish demand will grow by 70% over the next 35 years, driving a need for increased aquaculture production to meet the demand. Along with that expansion, Brown explains that the aquaculture industry will be seeking low-cost, nutritive fish feeds.

Presently, feeds in commercial fish production are 30-60% of the annual costs. As an example, marine-derived fish meal runs about \$1,580 per ton.

Brown's research is directed at the use of soybean meals and protein concentrates, along with corn co-products, such as distillers grains with dried solubles (DDGS), as a way to replace the fishmeal used in aquaculture diets. By using alternative feedstuffs, such as DDGS for about \$180 per ton, the cost of fish feed can be greatly reduced.

Continued Research Needed

Through research conducted by Brown and others, findings have shown that soybean meal can replace up to 40% of the fish meal in several fish feeds without significant effects on fish growth performance. Currently, DDGS can replace 20% of the fish meal.

"Fish feed manufacturers have begun to increase the amounts of plant material in commercial feeds, whether it be soybean, corn, cottonseed, flax and barley meals, and various co-products into their feeds. But it is a fairly complex process and will take continued research to maximize the development in that area," says Brown.

Brown is continuing to conduct feed performance trials with oilseed- and cereal grain-based feeds for comparison with fish-meal based feeds. The research, supported by three graduate students, has been using plant-based formulations with yellow perch, tilapia, and rainbow trout in feeding trials. Additionally, the research has to show that fish will grow efficiently and that they are maximizing their use of feed for the formulations to accomplish research and industry goals.

Looking ahead, Brown believes that with continued research, the plant-based replacement level could reach 100% for most species. He says, "It will be far simpler to reach that

goal with omnivores, such as channel catfish, and herbivores, such as tilapia, than for predators, such as walleyes and largemouth bass."

As Brown's research infrastructure develops, his work will also focus on extending fish grow-out opportunities; evaluations of off-season spawning; developing culture protocols for species suitable for South Dakota; and creating management strategies for optimizing fish production.

He eventually intends to explore the marketing, economic development and bioengineering options in aquaculture as well.

He concludes, "There is great potential in this research and I think we can get to 100 percent replacement of plant products in many fish diets. But, we have a lot of work to do – from all angles. If we are successful in these research efforts, a lot of people will come on board. We have only reached the tip of the iceberg in this work."

Pictured: Professor Mike Brown (right) and graduate student Aaron Von Eschem discuss how South Dakota crops may eventually be used in fish feed.

SDSU Tops State in Scientific Research Awards

South Dakota State University leads the state university system in research awards thanks to work under way in fields like agriculture, engineering, pharmacy, nutrition and chemistry.

SDSU brought in 43% of the \$154,047,940 in research awards to the state system, according to figures announced recently by the Board of Regents for fiscal year 2010.

The Carnegie Foundation has classified SDSU as the state's only "high research activity" university.

Kevin Kephart, vice president for SDSU Research, reports that in fiscal year 2006, SDSU research awards were roughly \$17 million. Today, the awards are \$66 million – a nearly a four-fold increase.

Each of the university's colleges and long-term programs contributed to the \$66,438,531 in research dollars awarded to SDSU. The College of Agriculture and Biological Sciences received \$18,015,313 in research awards; the College of Engineering received \$6,376,680; the newly formed College of Education and

Human Sciences garnered \$5,091,494 in awards for studies that include nutrition, food science and hospitality; and the College of Pharmacy received awards totaling \$2,839,710. The College of Arts and Sciences, primarily through chemistry and biochemistry grants, received \$2,672,384. The College of Nursing was awarded \$699,729 in research dollars.

Various long-term programs, like the Ethel Austin Martin Program in Human Nutrition, the Geographic Information Science Center of Excellence and the Sun Grant Initiative brought another \$30,743,221 in research dollars to SDSU.

Kephart said each of these awards came about because of dedicated and experienced faculty who are recognized worldwide for their skill and knowledge.

"With newly built facilities like the Seed Technology Laboratory, the Electrical Engineering/Computer Science Buildings and the Avera Health Science Center, the \$66 million in research awards is the launch into a much bigger research future," said Kephart.

Eminent Farmers, Homemakers Honored

South Dakota State University named Edward Blair of Vale and Merlin Van Walleghen of Letcher as Eminent Farmers, and honored Phyllis Sternquist of Centerville and Barbara Telkamp of Brookings as this year's Eminent Homemakers.

SDSU began the Eminent Farmer and Homemakers Program in 1927 to express appreciation to rural leaders and innovators who have made differences in their communities. The program is a joint effort of the SDSU College of Agriculture and Biological Sciences, the College of Education and Human Sciences, and the South Dakota Cooperative Extension Service.

Edward Blair owns and manages Blair Brothers Angus Ranch, a 6,000-

acre ranch, he operates in partnership with his brother, Rich. Merlin Van Walleghen and his son Todd operate a 1,400 acre corn and soybean farm near Letcher. He has served in leadership positions with the South Dakota Soybean Research and Promotion Council, and Cenex Harvest States.

Phyllis Sternquist is best known for giving her time, talent, and leadership skills within Clay County. Barbara Telkamp is noted for her involvement in the Brookings community, including service to Extension and the University Week for Women.

The four honorees and their families were recognized at a banquet on Sept. 10 at the Swiftel Center in Brookings.



Museum Store Now Offers SDSU Meat Cuts

The South Dakota State Agricultural Heritage Museum has begun selling meats prepared by South Dakota State University's Meat Lab in its Museum Store.

Mac Harris, museum director, explains that the SDSU Meat Lab started out in the Stock Judging Pavilion – which is now the Ag Museum – so this new partnership is a nod to that historical connection.

The Stock Judging Pavilion, built in 1918 and now on the National Registry of Historic Places, served as the primary livestock teaching facility for the college, until it became the state's Agricultural Heritage Museum in 1967.

The Museum Store will offer a selection of meats including ground beef, beef steaks, beef sticks, assorted flavors of smoked sausages, pork chops and pork sausages. All products are government inspected and certified.

Other items sold in the store with South Dakota heritage include rose quartz jewelry, soy products, greeting and note cards, post cards, cookbooks and children's toys.

Learn more about the museum by visiting www.agmuseum.com.



FIELD NOTES

FROM LYMAN COUNTY

Bob Fanning's Experience Helps Yield Important Results

In the heart of South Dakota wheat country, Extension agronomy educator Bob Fanning of Kennebec, S.D., utilizes his 30 years of experience to bring a personable, no-nonsense and informative approach to his work with local producers.

"The Lyman County Extension Office is focused on helping local producers put together good crop rotations and making decisions that benefit their overall farming operation," says Fanning, who has been in Lyman County for 22 years. "Of course we always try to encourage no-till farming because it, in general, helps producers raise more crops for less money. It certainly helps prevent erosion, and we believe in the long term, there are a lot of benefits."

On the unpredictable South Dakota terrain, crop management answers are frequently challenging, which makes Fanning's work – and that of other agronomy educators in SDSU's Cooperative Extension Service – vital to the interests of South Dakota producers.

Wheat Plot Offers Answers

Helping produce some of the answers to cropping decisions is Lyman County's unique wheat variety plot. Through an annual tour of the plot, local producers receive an opportunity to find out the latest in wheat varieties, as well as receive other crop production information and research that they

can then apply to their own farming decisions.

"This is a great opportunity for area producers," says Fanning. With Lyman County ranking as one of the state's top producing wheat areas, with about 100,000 acres annually, the state Crop Performance Testing plot and the results it yields are well-respected.

of the problems that have popped up throughout the year," Fanning explains. "Producers have the chance to observe the varieties that are commonly planted as well as the experimental ones that have not yet been released," he adds. "The results from the plot really give producers the opportunity to look at the best possibilities for selecting varieties for the following year," says Fanning.

Fanning believes the performance plot is a real testament to how agronomy education programs are making a difference across the state. "There are a number of producers who

“The goal is to develop a trusting relationship with the producer...They will trust your advice and that may be most important of all.”

ROBERT FANNING,
EXTENSION AGRONOMY EDUCATOR

Fanning notes that the wheat plot has been an official SDSU crop performance testing location for about seven years. Unofficial winter wheat variety plots and tours with SDSU Extension Agronomists date back to the early 1980s.

"As part of the annual tour, we talk about the characteristics of each variety and interject production information, while also discussing some

have told me that they decided to go with a certain variety because they saw it in the plot and liked the characteristics of a specific wheat variety, or because of the information they observed in yield results."

Complementing the effort with the winter wheat plot are other programs, including sunflower variety trials and a recently established grain sorghum variety test. "We haven't had a grain

ROBERT FANNING

Lyman County Extension
Educator – Agronomy

OFFICE LOCATION:

Kennebec, SD

HOMETOWN:

Larimore, ND

EDUCATION:

B.S., '76, North Dakota
State University;
M.S., '87, North Dakota
State University: agricultural
mechanization

POSITIONS:

Extension Farm Safety
Specialist, Fargo, ND;
Lyman County Extension
Educator, since 1986



sorghum variety test here since 1993 and there hasn't been one in the state since 1994. But working with the National Sorghum Checkoff, they provided some funding to get that re-established, and we are excited about it," Fanning says.

Additional Responsibilities

As a county Extension educator, Fanning is also responsible for administering the private applicator pesticide program in Lyman County and helping to conduct it throughout the six-county Field Education Unit. As part of that effort, his office hosts meetings to educate prospective private pesticide applicators applicants and provides the testing means for people to become licensed.

While Fanning must address pesticide use laws and regulations at those meeting, he is also able to include things like managing wheat diseases, managing alfalfa weevils, discussing how to control grasshoppers, giving herbicide updates, and more.

"We try to incorporate practical pest control information in those meetings, particularly about pesticides and alternatives," Fanning explains.

Due to the high volume of information coming from a multitude of sources, Fanning strives to identify what is most important – and most current – and then deliver it to area farmers in the most effective means available. To do this, Fanning pens a weekly newspaper column that is printed in newspapers throughout the area. He also integrates radio, email and the Internet (sdstate.edu/sdces), to keep producers aware of ongoing programs and new research.

Making A Difference

All in all, Fanning knows his office is serving its critical Extension mission. He cites a conversation he had with a producer, who quizzed him about what to do during a very dry year in Lyman County.

"This producer was contemplating cutting his wheat field for hay and, being a livestock producer, he could use the field for hay to feed his cattle. But after listening to him and how he described the wheat, I told him that I thought it might make sense to stick with the crop," he says. "Later he told me that he ended up making 60 bushels to an

acre. It turned out to be a pretty good decision for him," Fanning says.

The experience also indicated to Fanning how important it is for local Extension educators to connect with the producers they serve. "You can't sit in the office and wait for somebody to come in. Without being out in the field on a consistent basis, you can't respond with any degree of intelligence. You really need to know what is going on," says Fanning, noting that he spends, on the average, 1-2 days each week in the field.

To further prove his point on networking, Fanning pointed to a conversation he had with a former boss. "Whenever an assistant county agent came to him for training, the first thing he told him was to 'Head down the road, stop at every place, and ask if there is anything I can do for you?'"

Fanning concludes, "The goal is to develop a trusting relationship with the producer, and they will want to interact with you. As a result, you will have more work than you know what to do with. Plus, they will trust your advice and that may be most important of all."

SDSU OUT WEST

Rapid City-based Center
Broadens Scope of SDSU
Research, Extension and
Education Efforts



For folks in western South Dakota, the South Dakota State University campus at Brookings can sometimes feel a long distance away. But, the West River Ag Center in Rapid City is helping bring SDSU closer to many of the people it serves on the western side of the state.

The center features 14 faculty and technical staff representing the disciplines of Animal and Range Sciences, Plant Science, Horticulture, Community Development, Economics and 4-H/Youth Development.

This SDSU team is responsible for developing and conducting research while also designing and delivering

Extension and education programming to meet the needs of people in western South Dakota. While the Center's primary focus is research and Extension, it also includes an education component that provides learning opportunities for graduate students and interns.

"This really is a place of collaborative, multidisciplinary

research and Extension work," says Dan Oedekoven, who is a community development specialist and acting director at the West River Ag Center. "It is pretty exciting to be here where there is a wealth of expertise and knowledge and a capacity to help the people of Western South Dakota have a place to go for help with their operations," he adds.

Pictured above: SDSU graduate student Nikki Hojer and Animal and Range Sciences Department Head Clint Rusk use VHF radio receivers to track the transmitter collars on grazing heifers.

Providing Local Access

Fourth-generation beef producer Alan Bishop of Hermosa, S.D., credits the SDSU faculty and staff at the West River Ag Center with providing invaluable support to his operation.

"They are outstanding educational resources for producers," says Bishop, whose family has ranched in the Hermosa area since 1970, and, prior to that, in Nebraska.

Bishop is especially grateful for the Center's knowledge and assistance in helping launch his own all natural beef product line. "They assisted me with information on marketing, education and customer service. When I researched and applied for my own label, the Extension staff guided me through that process," explains Bishop. Now, he is working to develop a web site to educate consumers on all aspects of ranching, and Bishop is utilizing the West River Extension team for that project as well.

Bishop says the accessibility of the West River Ag Center is what he values most. "It is important for producers to be able to work closely with the center's staff. You can build rapport. You might see them at church or a civic event or maybe at the movie, and they are personable and welcoming. To me, that is of great value," he says.

Beef Extension Specialist Ken Olson agrees. "I think our greatest contribution is being locally accessible to producers on the western side of the state and easily approachable," he says. Additionally, Olson points out that the information and research the West River Ag Center provides is truly relevant to western producers. He says, "West River South Dakota is a lot different than East River. We are talking about less productive soil, mostly rangeland, and an area that has a far different production system."

To that end, Olson notes that research to address the unique environment of Western South Dakota



Pictured left: Extension Beef Specialist Julie Walker at the SDSU Antelope Research Station. **Pictured right:** Walker and Range Science professor Pat Johnson discuss current pasture conditions.

is much of the Ag Center's focus – and it is a collaborative team approach.

Extension Rangeland Specialist Roger Gates expresses a similar sentiment, saying, "One of the things I am enthusiastic about is the collegiality and collaboration among our scientists

SDSU campus, and even research scientists from North Dakota and Scottsbluff, Neb. are all important factors in the Center's success.

As one current example of that network, Extension Beef Specialist Julie Walker reports that the SDSU Animal

“If not for the center, I would not be able to get my Master's.”

SARAH BURNETT, SDSU STUDENT

and support staff. We are unique in that we are not isolated by discipline.”

Gates, who conducts research in the practical utilization of native rangelands, adds, "I think it is a great opportunity that we can stimulate each other across a wide range of disciplines and ideas."

Building A Network

In the effort to broaden the Extension and research services the West River Ag Center provides, partnerships with county Extension educators, the main

Science faculty in Brookings has begun studying maternal programming in cattle at the Cottonwood Research Station near Wall, S.D.

Another example of the value of the producer-extension-research network across the state was evident a few years ago when producers were dealing with cattle deaths caused by an unknown toxicity. At that time, West River producers contacted beef and range specialists at the center seeking help.

This led to research efforts to determine the cause of the problem,

SDSU OUT WEST



Pictured above: Antelope Range Livestock Research Station Superintendent Doug Young explains the operation of an atmospheric heavy metal sampling device to Extension Beef Specialist Ken Olson and SDSU Ag Dean Barry Dunn. The device is operated cooperatively with the South Dakota School of Mines and Technology.

which turned out to be sulfur poisoning from high-sulfate water. To date, ongoing research is focused on finding a mechanism to prevent the toxicity, says Olson.

New Graduate Component

The newest offering by the West River Ag Center is an education component allowing for completion of a Master's degree.

Graduate students receive classroom instruction through a smart classroom, online classes and seminars. While SDSU West River Ag Center faculty member Pat Johnson handles the primary teaching responsibilities, other staff are involved, some serving as advisors and all of them as resources for students.

Sarah Burnett is an example of someone benefiting from the center's graduate education component. Burnett, who has an undergraduate degree in cultural resource management from Sinte Gleska University in Rosebud, is now working with faculty at the West River Ag Center to conduct research on the invasive shrub, salt cedar, and its emergence in various growing conditions in the wild.

Her Master's thesis will include research analyzing the Lakota cultural impacts of salt cedar on ranching, land management, land leasing and traditional practices of the tribe. "If not for the Center, I would not be able to get my Master's," says Burnett.

COLLABORATIVE HISTORY HELPED ESTABLISH WEST RIVER AG CENTER

The impetus for establishing a West River Ag Center can be traced back to the early 1900s, when SDSU entered into a cooperative partnership with the USDA Agricultural Research Service and created field stations across the state to conduct research in hydrology, crop performance, beef production and other areas.

Today, the Cottonwood and Antelope Field Stations continue to serve the western part of the state, and that early vision for field research is credited with leading to the formation of the West River Ag Center in Rapid City.

The Center originated when SDSU specialists from a closing Newell Field Station joined a faculty member from the Pennington County Extension Office in the Old Central State Fair Building in Rapid City in 1971.

At that time, the Center's expansion was hindered by a dilapidated building, which provided limited office space and a difficult work environment.

Despite those challenges, Extension and research contributions by personnel at the Center were perceived positively by local producers.

When the staff grew to six with the addition of agronomy and economics research and Extension faculty, a new building was desperately needed. And, it was local producers who played a key role in spearheading that effort.

Through the support of area producers, agribusinesses in the area, federal and state entities along with the SDSU Foundation and SDSU Administration, \$250,000 was raised for a new center, which opened in 1997 with 10 faculty/specialists and three support staff.

Extension Ranch Management/Economics Specialist Marty Beulter says, "The fact that they (producers) went out and solicited funds says a lot about the acceptance of us out here." He notes that the center features an Honor Wall in recognition of those who financially supported the facility.

"MR. AGRICULTURE"

Honored with Scholarship Endowment



To many, Jim Woster is "Mr. Agriculture," a staple at South Dakota State University events in Brookings and throughout the state, oftentimes as the emcee and chief storyteller.

Dan Gee, an SDSU professor emeritus of animal and range science, has dubbed Woster "Mr. Agriculture," a tribute to Woster's Lyman County roots and staunch advocacy and promotion of the state's number one industry.

When friends conspired in the search for an ideal surprise gift to commemorate Woster's 70th birthday on July 31, 2010, they decided on a scholarship endowment for SDSU students, including those in the College of Agriculture and Biological Sciences.

"Jim is so energetic and involved in so many things," says Candy Van Dam, a 1977 journalism and history alumna who teamed with Michelle Lavallee, a marketing executive with Avera McKennan Hospital, to initiate the endowment. "He is most synonymous with SDSU and agriculture, and it seemed like the

best way to recognize our dear friend."

More than \$50,000 was raised without Woster's knowledge. The endowment was unveiled during the Summit League basketball tournament in Sioux Falls in March. Friends hope to build the endowment to at least \$100,000. The scholarship endowment, which supports students in agriculture, English and music, is named for Woster and his wife, Penny, a 1965 English alumna. The couple lives in Sioux Falls.

After graduating from SDSU in 1962 with a degree in animal science, Woster began reporting the markets for the Sioux Falls Stockyards on radio and TV. In 1971 he served as executive secretary of the Sioux Falls Stockmen's Exchange, the regulatory body at the market. For nearly two decades, he

was co-owner of Olsen-Frankman Livestock, a marketing agency at the Sioux Falls Stockyards. He has been an associate editor and columnist for the *Tri-State Neighbor*, a bimonthly ag publication. Woster currently does public relations work for the SDSU Foundation and for Avera McKennan Hospital and the Avera Health System.

Over the years, Woster has received many accolades, including the Sioux Falls Chamber of Commerce's Agribusiness Person of the Year in 1988, an SDSU Distinguished Alumnus award in 1984, and induction into the South Dakota Hall of Fame in 2001.

Gifts to the Jim and Penny Woster Scholarship Endowment may be made by contacting the SDSU Foundation (see below) or online at www.sdsufoundation.org/give-now.

Pictured: Jim Woster, a longtime ambassador for SDSU, celebrated his 70th birthday on July 31. Friends have honored him by creating the Jim and Penny Woster Scholarship Endowment.

CONSIDER A GIFT

Want to recognize someone who has made a lifelong contribution, someone who is retiring, or someone who has passed away? Consider establishing a scholarship endowment at SDSU. The endowment, on behalf of the named individual, helps support SDSU students for generations to come. To learn more, contact the SDSU Foundation, 815 Medary Ave., Box 525, Brookings, SD, 57007, or call 1-888-747-7378.